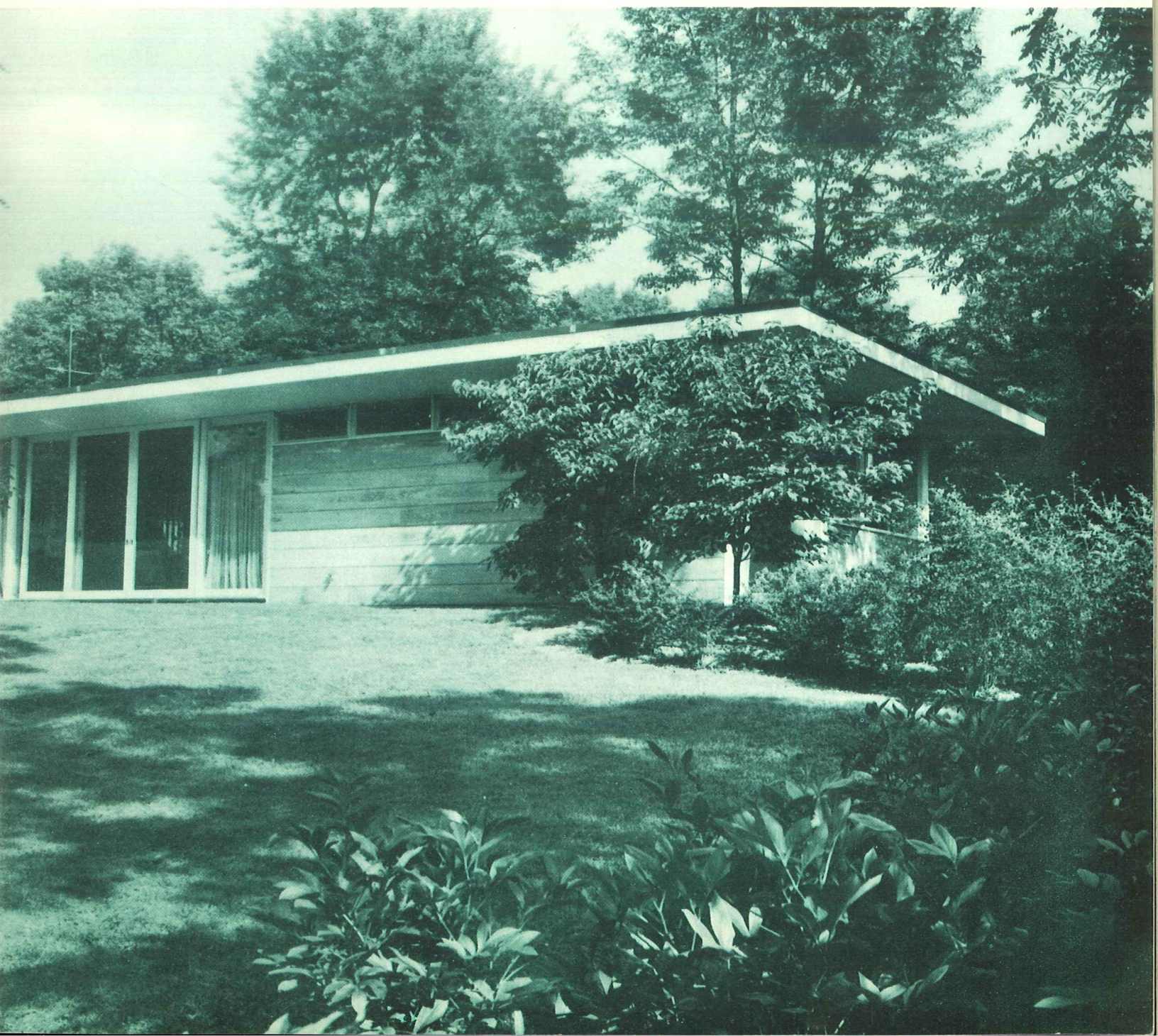
THE GENERAL ELECTRIC

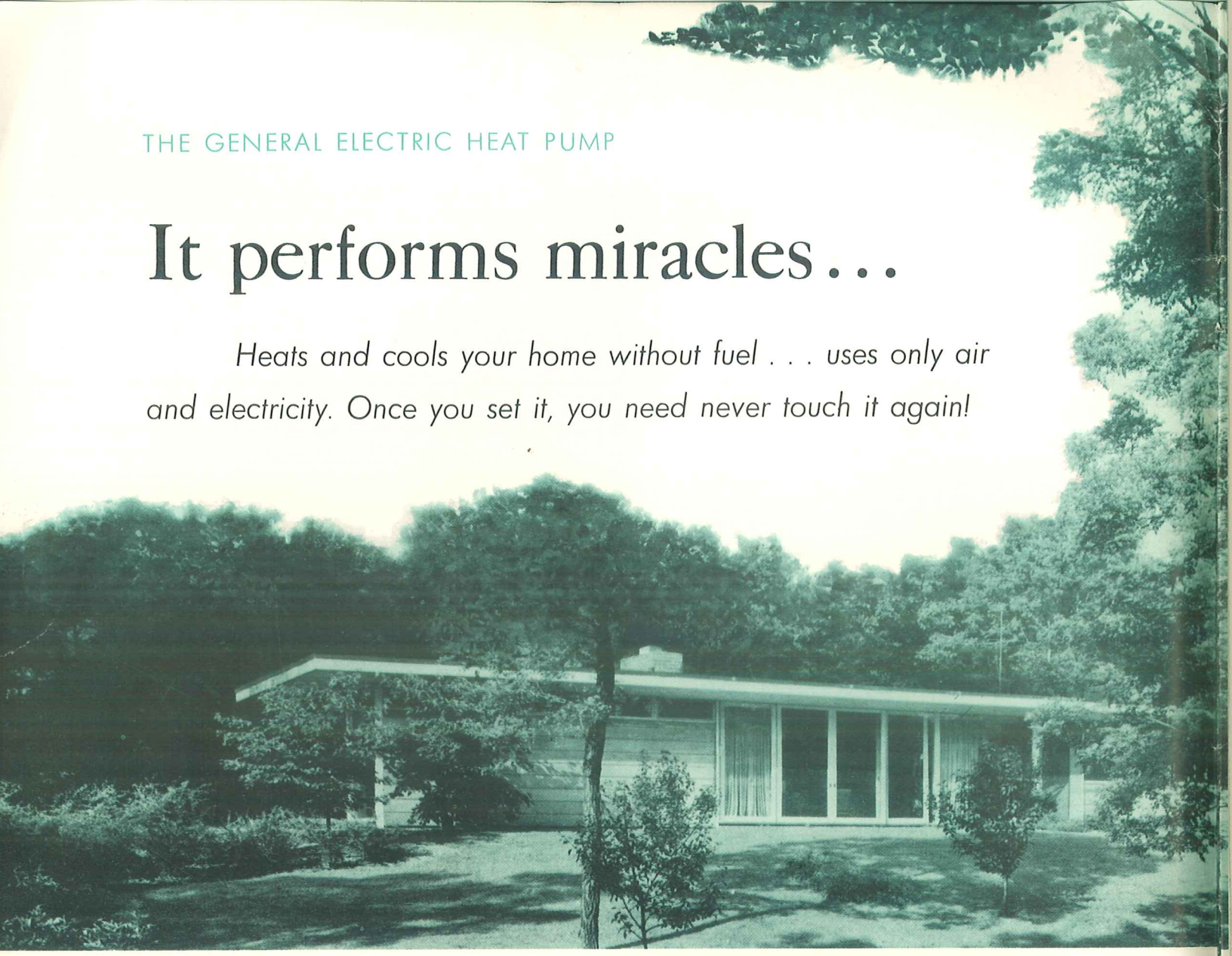
heat pump



THE GENERAL ELECTRIC HEAT PUMP

It performs miracles...

Heats and cools your home without fuel . . . uses only air and electricity. Once you set it, you need never touch it again!



TIME: 6 A.M. in your home . . . with a G-E Heat Pump. Outside it's a chilly 58°. Inside, the Heat Pump heats your home to the comfortable temperature you want. As the sun comes up, it begins to get warmer outside. By 11 A.M. the temperature outdoors has shot up to 85° and it starts getting a little too warm inside your home. Automatically, without your having to touch a switch or adjust a thermostat, the G-E Heat Pump starts to *cool* the house.

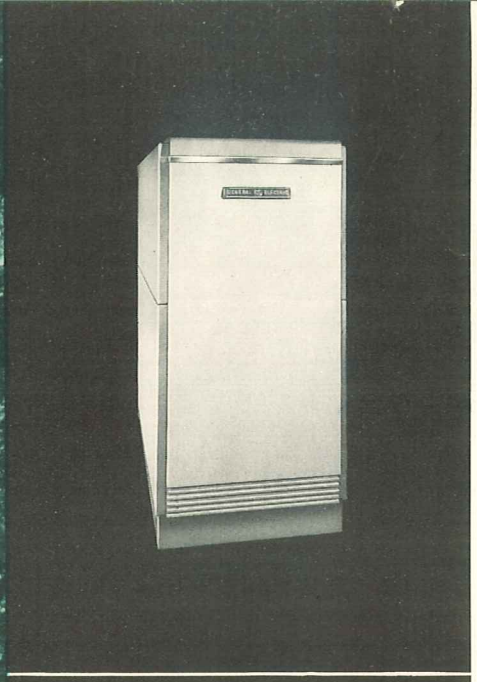
All this without burning fuel or using water! Imagine such comfort in your home; the constant temperature you want, winter and summer, year in, year out... no matter what the weather.

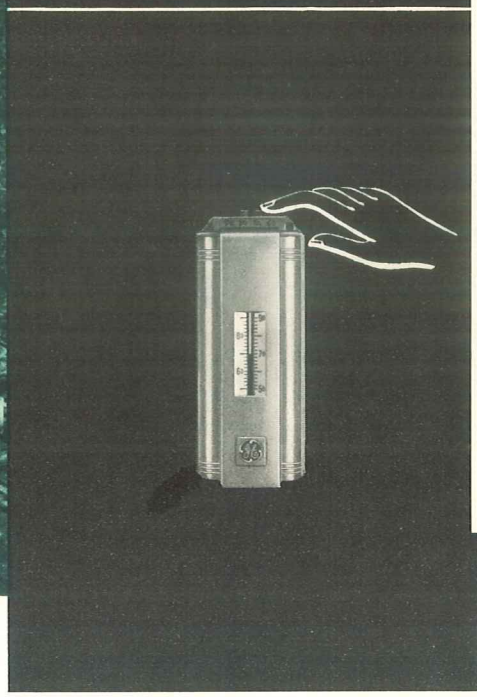
Carry the dream farther. Think of never having any mildew-producing dampness; never having to order or store fuel . . . or even open the windows when it's too hot, or close them when it's cold! This is the new comfort you can have now with the G-E Heat Pump!

Revolutionary? Yes!

A dream of electrical living come true! This amazing new product of G-E research and engineering uses only air and electricity to heat and cool your home. Heat is drawn from the free outdoor air—and electricity runs the machine!

And you get an amazing 3 for 1 efficiency! You actually get three times as much heat from the G-E Heat Pump as you do from the same amount of electricity in standard electric heating. Three units of heat are delivered for every unit of electricity consumed.





HOW IT WORKS.

To cool, the G-E Heat Pump literally pumps heat and moisture from indoor air to the outdoors. To heat, it operates in reverse, actually pumping *warmth* from the cold outdoor air, raising its temperature, and then sending it to heat the entire house. Even at temperatures well below freezing, the outside air contains surprising quantities of heat!

Compact and attractive, the G-E Heat Pump is contained in a handsome cabinet—about the same size as an ordinary furnace. Ductwork is similar to ducts used in standard warm air heating systems. Altogether it holds the secret to quiet, all-year, all-weather home comfort.

Only once need you set this G-E *Life-time* Heat Pump Thermostat, and your home will be automatically warmed or cooled. *You never need touch it again,* no matter what the outside weather. If the temperature outdoors drops below the "H" or heating setting, your home is warmed; if it goes above the "C" or cooling setting, your home is cooled! This amazing switchover between heating and cooling is *completely automatic*—from season to season, within the same day, or even hourly!

HEAT PUMP

The G-E Heat Pump ushers in a new era in home comfort. Your dream of Electrical Living come true.

HEATS when it's cold

Without burning fuel your home stays warm and cozy when the temperature drops and the wind is whistling.

COOLS when it's hot

The temperature outside your home may be broiling. Inside it's cool, and quiet . . . a sanctuary where you can be comfortable and relaxed.

DRIES when it's damp

On those oppressive, sticky days, when just sitting still makes you feel damp all over, the Heat Pump takes water out of the air in your home like a giant sponge.

CLEANS the air in all seasons

It filters dust and dirt, making the air you breathe all year 'round cleaner and more healthful. This can be a welcome relief for allergy and asthma sufferers, too!

IT SOLVES AGE-OLD PROBLEMS—

and makes your life easier

For centuries man has searched for comfort. Thousands of years ago it was a simple thing. It meant a fire at the mouth of a cave when it was cold, or the shade of a tree when it was hot.

Slowly, home heating comfort went through an evolution. The fire was moved inside and surrounded by walls. Then it was put in a furnace. Man's search for heating comfort seemed almost complete. Yet, there were drawbacks—the ones that remain in millions of homes today. Like the caveman, modern man still has the problem of finding, transporting and storing fuel. He has to worry about soot and dirt.

Cooling did not go through this evolution. There were isolated instances of man trying to counteract heat, such as Caliph al-Mahdi of Bagdad who in the 8th Century transported snow from the Zagros Mountains via camel train and packed it in the double walls of his summer home. But until 20 years ago, when the first packaged air conditioners came on the market, the shade, the seashore and the fan were the nearest man had come to solving the problem of hot weather discomfort.

Today many commercial buildings such as movie houses, restaurants, office buildings and stores, and a small but increasing number of homes, have been air conditioned. But the problems of winter heating by burning fuel remain.

Now the fuel-less G-E Heat Pump is an actuality! *It is the result of scientists and engineers working together for years to make robot-controlled indoor weather a dream come true.*

After thousands of years man no longer needs to find, or transport, or store fuel for winter heating. No longer must he even flick a switch to become cool. His home becomes a true sanctuary—comfortable, quiet, clean—every day. A miracle of electric living!

Less noise

You'll have calm and quiet inside your home because windows can be kept shut. Annoying sounds of trucks, cars and airplanes, children's shouts, barking dogs, neighborhood hammering and sawing are kept outside where they belong. You no longer have to "fight" hot weather—or wake up thinking "Another one of *those* days." You're more alert and fit mentally and physically.

Less Dirt

You'll have more leisure time. Your home furnishings will stay bright and new-looking longer when you have a G-E Heat Pump. Cleaning and redecorating costs are reduced, draperies go to the cleaners less often. There'll be less dusting and housecleaning. Reason? Filtering cuts airborne dirt, windows are normally kept shut, and fumes and soot are kept outside.

Fewer day-by-day problems

- Sudden rainstorms won't blow water and dirt through open windows to cause damage to home furnishings. The G-E Heat Pump allows you to keep windows closed, summer and winter.
- Soot and smoke from neighboring homes are things of the past.
- Less room-to-room temperature variation because the home is better sealed with closed windows.
- No chance of mildew because of a damp spell.
- No worry about guests' comfort. "Is it warm enough for you?" or the embarrassing "I think I feel a chill" are phrases of the past.
- No products of combustion to dispose of.
- Tools are less likely to rust.
- Salt shakers pour.

HEAT PUMP

THE GENERAL ELECTRIC HEAT PUMP

It can make you

Man is essentially a delicate creature. If he is too hot or too cold, he is greatly affected. The work he is doing suffers. His whole sense of well-being changes.

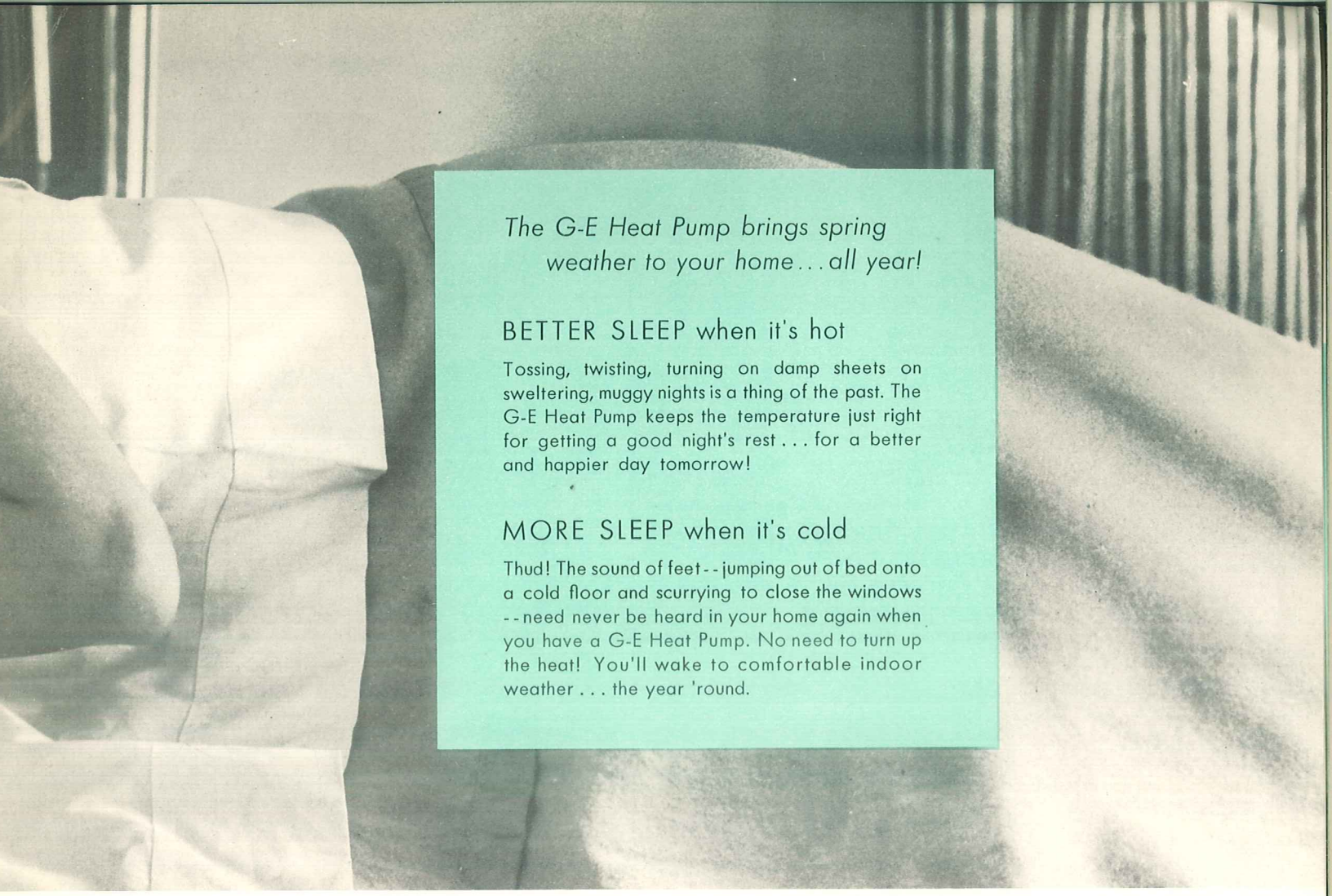
In the tropics he tries to beat the afternoon heat with a siesta. Since he can't work efficiently when it's hot, he rests during the day.

In the arctic the Eskimo spends as much as possible of the long winter inside. When the pale sun finally rises, warmth comes and with it the work of fishing and hunting.

In the temperate zone man has been trying to make the best of the weather. He swelters indoors all summer. He loses valuable sleep on hot nights. His nerves are frayed and his work suffers.

When the weather gets cool, and finally cold, he feels better. But many heating systems make him complain of a stuffy, indoor feeling. Getting up every morning and walking on cold floors to close the window sometimes pays off in days missed from work because of an illness.

When you enter your home—air conditioned all year by a G-E Heat Pump—you walk into perfect weather through the magic of electricity. It's neither too dry nor too damp, too cold nor too hot. You sleep better in the summer and longer in the winter. There's less chance for allergies because much of the pollen is filtered from the air.



The G-E Heat Pump brings spring weather to your home... all year!

BETTER SLEEP when it's hot

Tossing, twisting, turning on damp sheets on sweltering, muggy nights is a thing of the past. The G-E Heat Pump keeps the temperature just right for getting a good night's rest... for a better and happier day tomorrow!

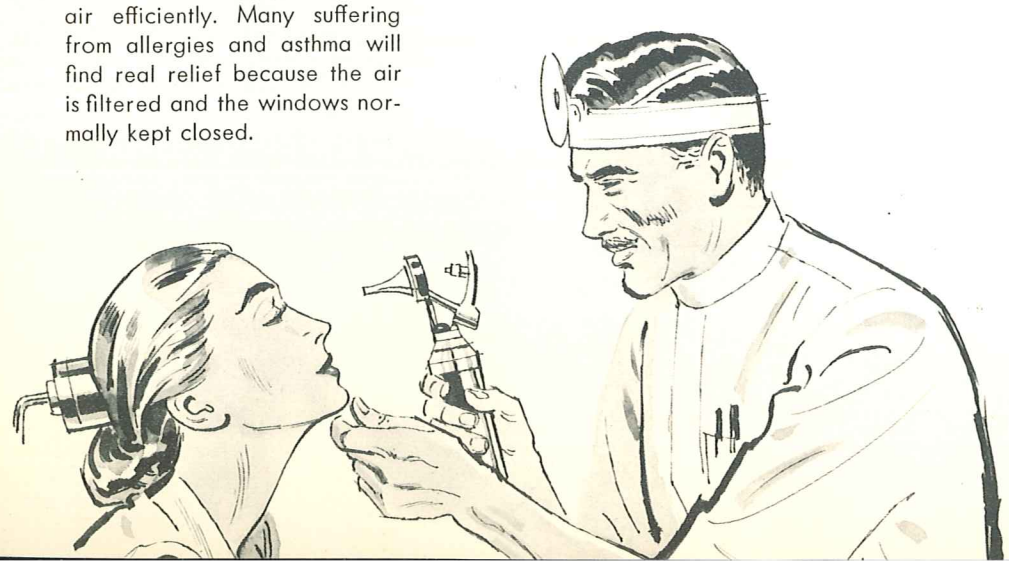
MORE SLEEP when it's cold

Thud! The sound of feet--jumping out of bed onto a cold floor and scurrying to close the windows --need never be heard in your home again when you have a G-E Heat Pump. No need to turn up the heat! You'll wake to comfortable indoor weather... the year 'round.

feel and work better!

LESS POLLEN

The G-E Heat Pump filters the air efficiently. Many suffering from allergies and asthma will find real relief because the air is filtered and the windows normally kept closed.



LESS DAMPNESS

Some homes have a "clammy" feeling. On certain days the whole house feels damp... and mildew starts flourishing. On these muggy days, plaster walls "sweat" and even upholstered furniture and rugs feel like soggy sponges. The G-E Heat Pump removes this excess moisture automatically, and keeps your home at just the right humidity, the year 'round! All your clothing remains dry... trousers keep their press... dresses remain crisp and retain their fresh appearance.

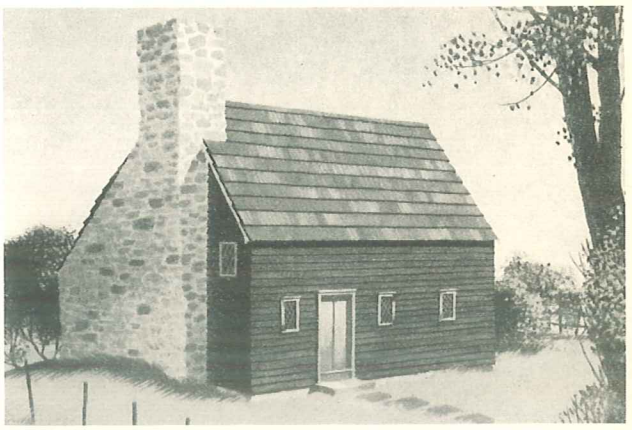
GE **HEAT PUMP**

It can change your ideas about

Until the new era of home comfort was started by the G-E Heat Pump the design of homes was largely influenced by the *outdoor weather* and the *indoor heating* system.

Now, at last, you can be released from the restrictions of the weather. The G-E Heat Pump allows you greater freedom of design. You need not worry about exposures, flues, movable windows, placement of rooms, and related design problems.

You can now have your home designed primarily for comfortable living the year 'round.

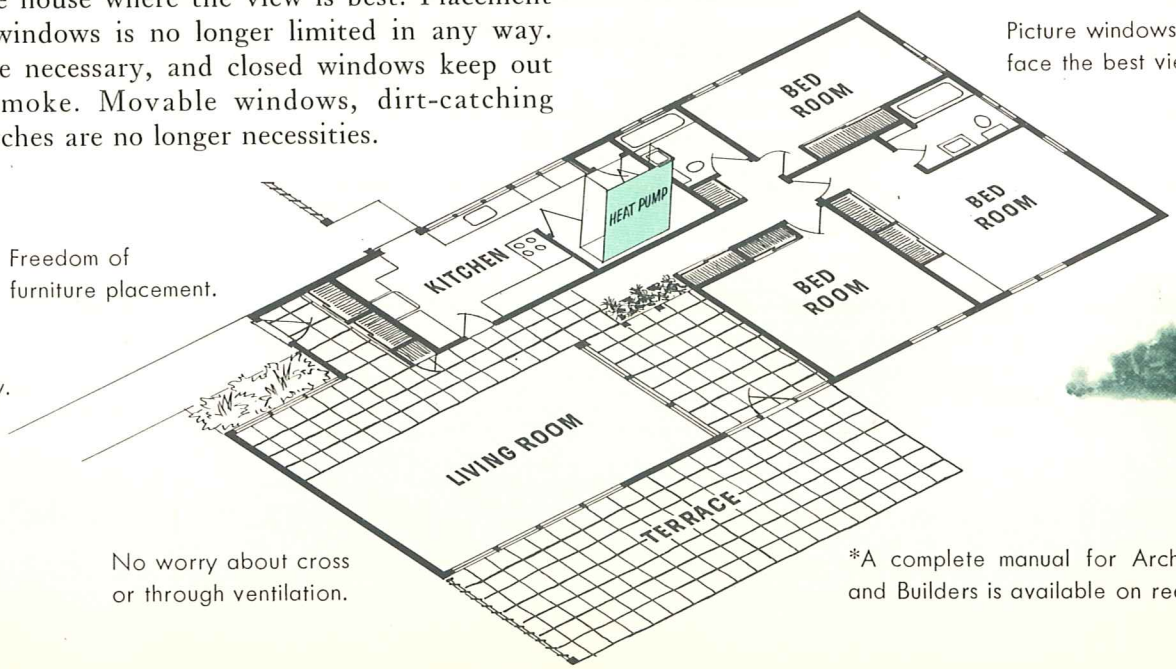


COLD, NORTHEAST WINTERS

decided the design of early New England homes such as this one. The focus of indoor living was the huge fireplace. Windows were tiny, to keep out the cold. In the summer the best way to keep cool was to stay in the cellar or outdoors in the shade.

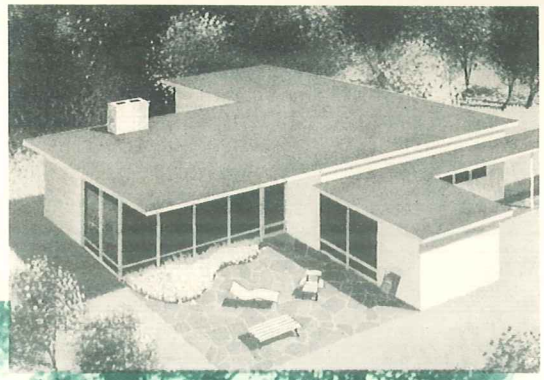
It gives architects and home

A contemporary home and the G-E Heat Pump. This home is planned with new freedom. The architect can face the house where the view is best. Placement of picture windows is no longer limited in any way. No flues are necessary, and closed windows keep out soot and smoke. Movable windows, dirt-catching screens, porches are no longer necessities.



*A complete manual for Architects and Builders is available on request.

home design



YESTERDAY THROUGHOUT AMERICA

this type of home became extremely popular. In the 19th Century—because heating systems were more efficient than colonial fireplaces—windows could be larger. But because heat rises, houses were tall and ungainly. No provision was made for summer comfort.

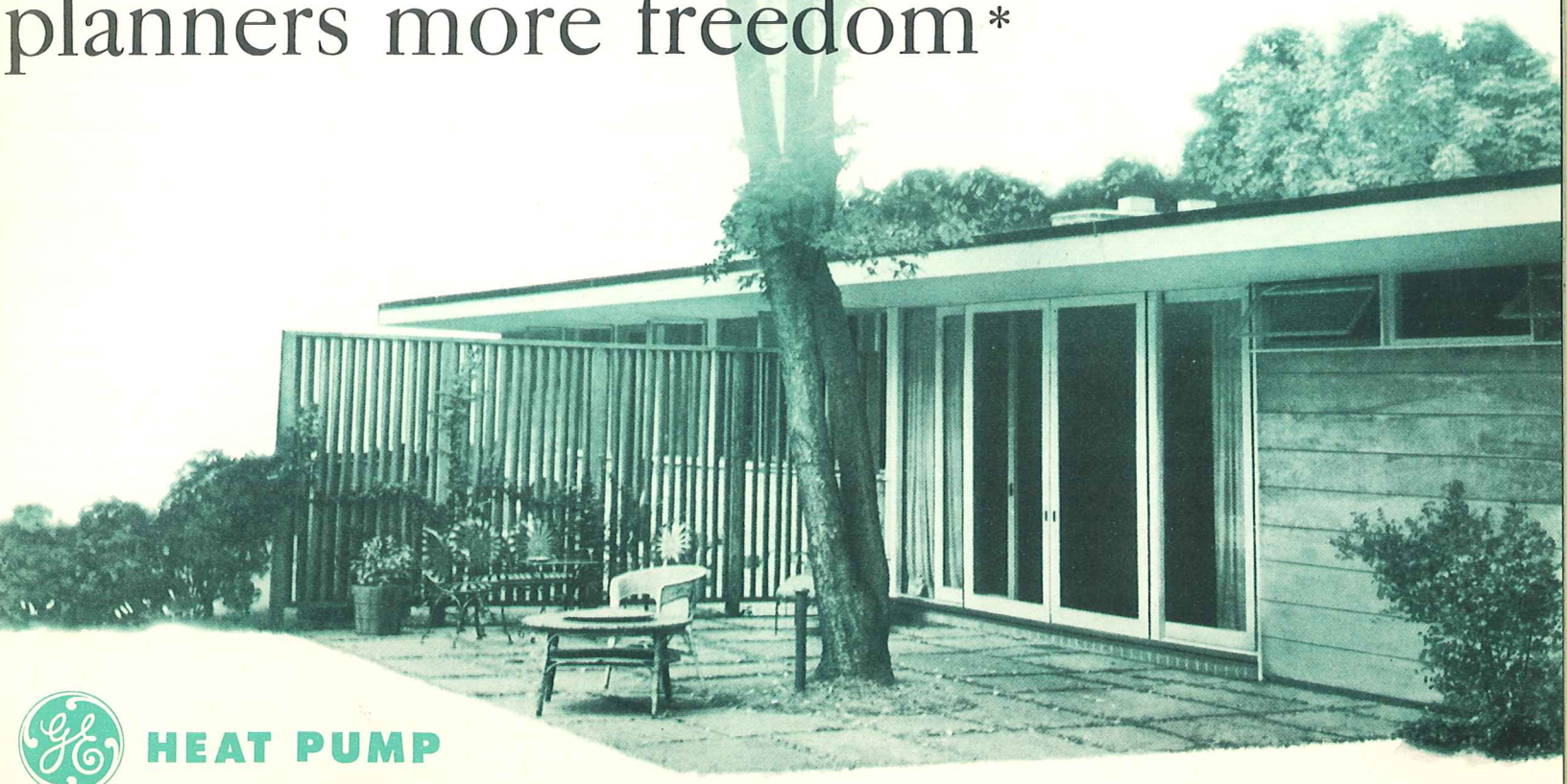
TODAY

modern heating plants, which do not depend upon gravity alone allow home designers more freedom. They can let their homes "spread out." But they are still faced with the restrictions of the chimney, flues, and cross ventilation. And few homes provide relief from summer's heat.

IN THE SOUTH

keeping cool in the summer was the problem. Note the overhang to make shade in this 17th Century type building in New Mexico. Outside walls were whitewashed to bounce hot sun's rays. The only heating was the small fireplace in the kitchen.

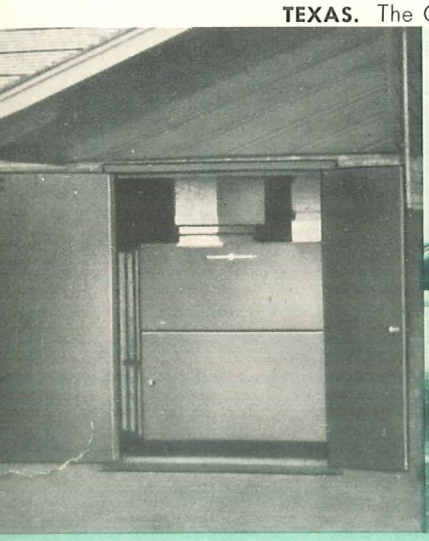
planners more freedom*

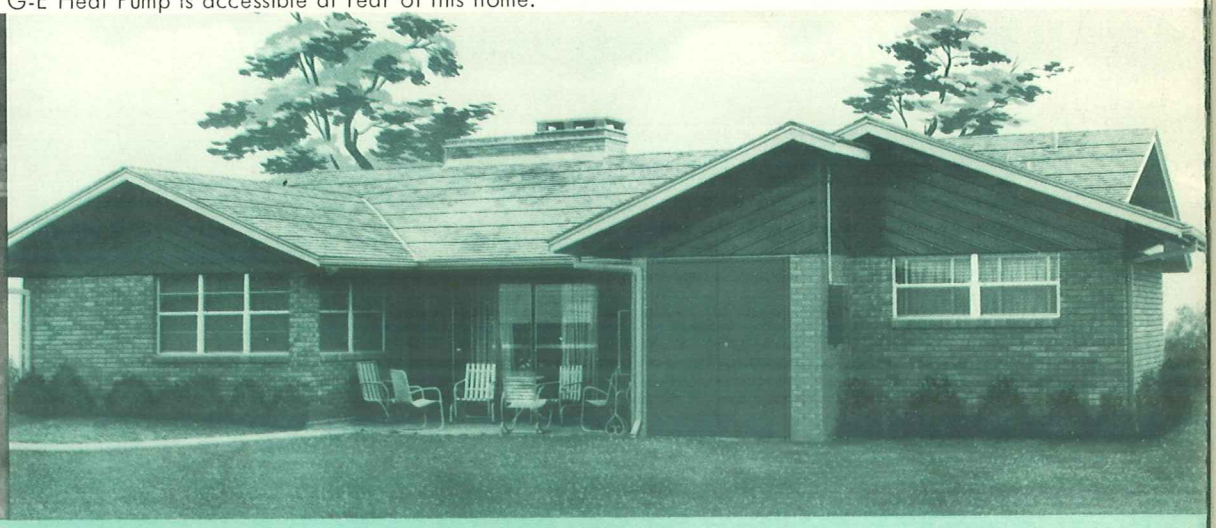


GE HEAT PUMP

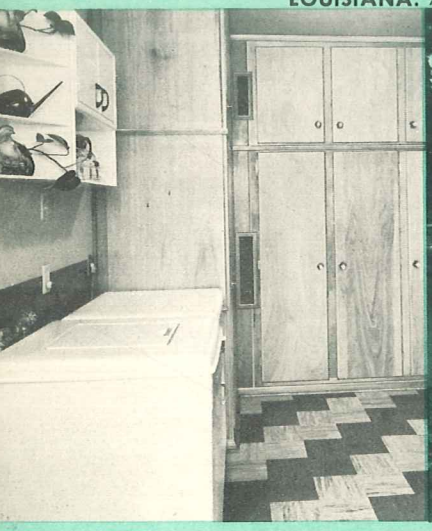
As New As Tomorrow—

TEXAS. The G-E Heat Pump is accessible at rear of this home.

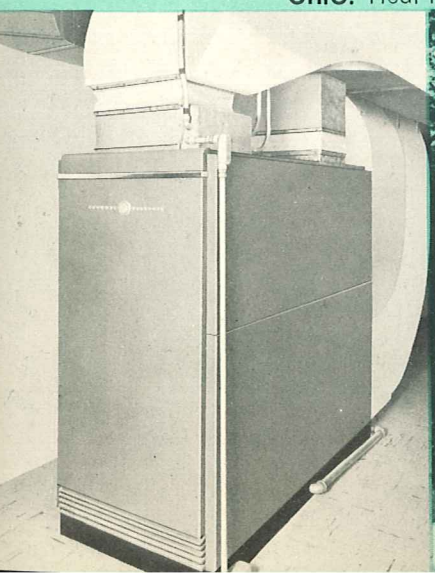


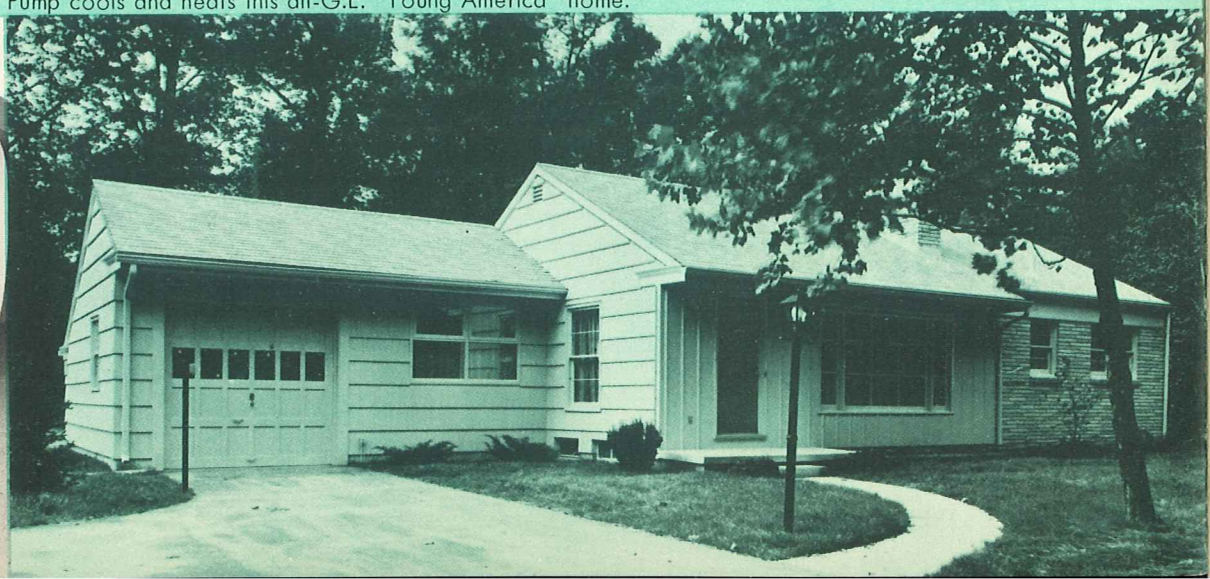


LOUISIANA. Air enters this kitchen through one grille, leaves through other.



OHIO. Heat Pump cools and heats this all-G.E. "Young America" home.

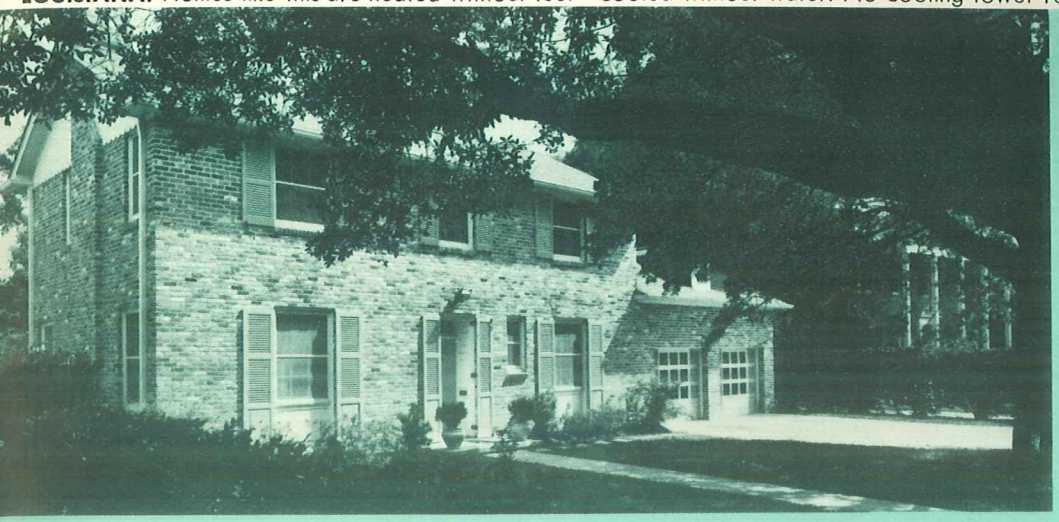




Yet Already Proven

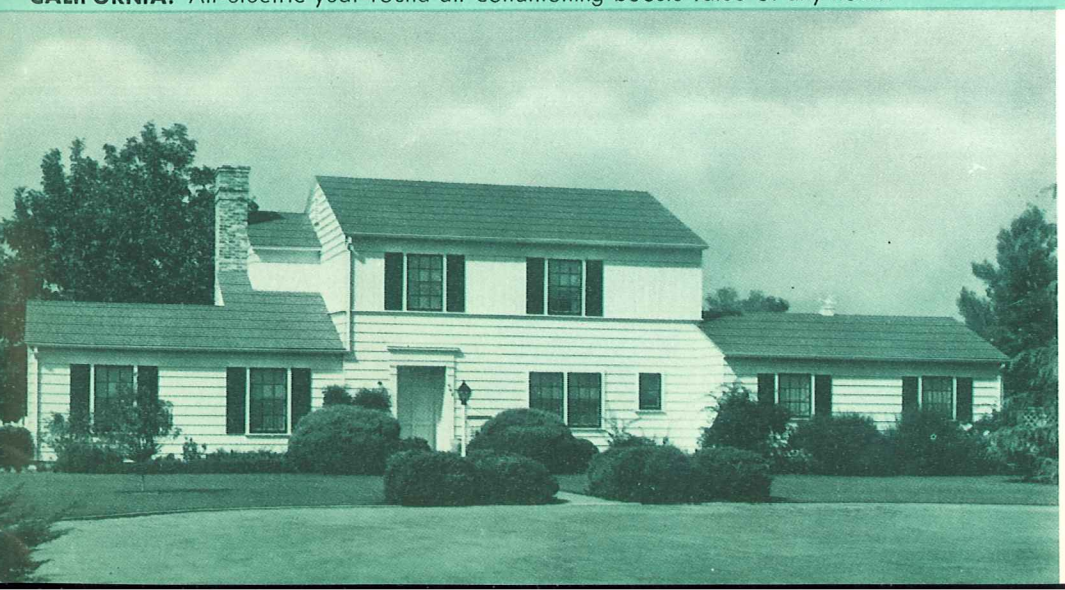
HEAT PUMP

LOUISIANA. Homes like this are heated without fuel—cooled without water. No cooling tower required.



FLORIDA. Heat Pump is tucked away in garage of this basementless home.

CALIFORNIA. All-electric year-round air conditioning boosts value of any home.



The G-E Heat Pump is backed by many years of testing, development, and constant improvement. The world's leading manufacturer of electrical products, the General Electric Company has been a pioneer in heat pump development since 1932. Installations in many parts of the country over a period of years have proved that a G-E Heat Pump is a practical, dependable air conditioner that provides the finest in year 'round comfort.

It looks as fine as it acts

Compact and attractive are the words for the G-E Heat Pump. Its finish is handsome and unobtrusive. You'll be proud to show this miracle-maker of modern comfort to your friends.

The homes on this page are only a few of the many to which the G-E Heat Pump has already brought a new era in home comfort. You, too, can see your dream of electrical living come true!

GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY, AIR CONDITIONING DIVISION, HEAT PUMP DEPARTMENT, BLOOMFIELD, NEW JERSEY

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